

# fashion calendar

File  
COPY  
8/18/18  
JS

january

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

february

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

march

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

april

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

may

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

june

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

july

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

august

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

september

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

october

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

november

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

december

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET  
NEW YORK 21, NEW YORK  
TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

january - 1959

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

february - 1959

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

march - 1959

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, AUGUST 23, 1958</u>			
Thursday August 21 9:45 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS Preview of back-to-school and back-to-work suits, dresses and sportswear for juniors and misses. By invitation. <u>Public showings:</u> Aug. 21, 28, Sept. 4 from 5:00 to 7:00 P.M.; Aug. 23, 30, Sept. 6 from 1:00 to 4:00 P.M. <u>Publicity:</u> Belle Irene Gillis, MU. 8-6800.	TAILORED WOMAN	3RD FLOOR
Beginning Thursday August 21	BOYS' SPORTSWEAR AND COORDINATES "The Changing Times" in sportswear, and dress-up coordinates for boys from 12 months to 12 years, featuring "Velcro", the touch and close closure. By appointment. <u>Publicity:</u> Ruth Shaw Associates, WI. 7-2562.	HI-LINE CO.	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Saturday August 23 11:00 A.M.	BACK-TO-SCHOOL FASHION SHOW Showing of high school fashions, modeled by young Junior Fashion Council. Guest commentator: Johnny Desmond. Open to public. <u>Publicity:</u> Pauline Greene at Charles J. Charney, PL. 7-0955.	RUSSEKS FIFTH AVENUE	5TH FLOOR
<u>WEEK BEGINNING MONDAY, AUGUST 25, 1958</u>			
Tuesday August 26 9:30 A.M. Breakfast	PRESS PREVIEW: NEW NYLON FASTENER Official U.S. presentation of Velcro, the patented nylon fastener that closes by touch, with demonstrations by apparel and industrial manufacturers. By invitation. <u>Publicity:</u> Rea Lubar Assoc., OX. 7-4998.	AMERICAN VELCRO, INC. (681 FIFTH AVENUE)	HOTEL LEXINGTON HAWAIIAN ROOM
Tuesday August 26 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Fall collection designed by Howard Greer. ( <u>Note Change of Time</u> ). By invitation. <u>Publicity:</u> Virginia Woodruff, GR. 3-8046, or JU. 6-1000.	JAY THORPE	24 WEST 57TH STREET SALON - 4TH FLOOR
Cancelled August 26	SAKS FIFTH AVENUE PRESS PREVIEW OF FUR FASHIONS, ORIGINALLY SCHEDULED FOR TUESDAY, AUGUST 26, AT 11:00 A.M. HAS BEEN CANCELLED.		
Wednesday August 27 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Gimbels will preview their Fall millinery to the press. By invitation. <u>Publicity:</u> Margot Infantino, LO. 4-3300.	GIMBELS	4TH FLOOR MILLINERY SALON
Wednesday August 27- August 28	PRESS SHOWING: SPRING AND SUMMER FABRICS Presentation of fabrics containing Du Pont's textile fibers, for women's and children's wear. (Trade--Sept. 2 to Sept. 30). By invitation. Contact: Press--Pat Patterson, LO. 3-6400, Ext. 303; Trade--Ethel Radon, Ext. 484.	DU PONT COMPANY	EMPIRE STATE BUILDING SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 28 9:45 A.M. Coffee	PRESS PREVIEW OF FALL SHOE FASHIONS Showing of the Coward Shoe Fall fashions for mother and daughter. By invitation. Contact: Paula Miller, LE. 2-0200.	COWARD SHOE, INC.	EMPIRE STATE BUILDING ROOM 218
Thursday August 28 10:30 A.M.- 12:30 P.M.	PRESENTATION: 1959 CADILLAC NEW CAR "Cadillac & Juliet"---musical presentation announcing Cadillac Motor Car Division's new 1959 models to Cadillac dealers and distributors, touring 10 cities, Aug. 20 to Sept. 15. Strictly by invitation. Producer: Cass Franklin, Inc.; contact: Dick Pierce, JU. 6-8300. Fashion Director: Gertrude L. Rossiter, PL. 9-2424.	CADILLAC MOTOR CAR DIVISION	WALDORF-ASTORIA GRAND BALLROOM
Thursday August 28 2:00 P.M.	PRESS PREVIEW: FRENCH AND ITALIAN IMPORTS Preview for press of Suzy Perette's French and Italian imports. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM - 2ND FLOOR
Friday August 29 11:15 A.M. Brunch	"THE KEY TO PARIS" FASHION SHOW Premiere of "The Evening And Sunday Bulletin's 1958 Fashion Panorama," presented by Kittie Campbell. Paris fashions in color. Contact: Charles W. Detweiler, Evening Bulletin and Sun, Philadelphia, Rittenhouse 6-1600.	PHILADELPHIA EVENING AND SUNDAY BULLETIN	BELLEVUE-STRATFORD PHILADELPHIA, PA.
Sept. 1	LABOR DAY (Monday)---Legal Holiday.		
Tuesday Sept. 2 10:00 A.M. Breakfast	PRESS PREVIEW: OPENING OF NEW "JUNIOR TERRACE" Franklin Simon will invite the press to a continental breakfast and preview of their "Junior Terrace." By invitation. Publicity: Ellie Fotis, WI. 7-9600.	FRANKLIN SIMON	3RD FLOOR
Tuesday Sept. 2 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will preview their custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	SALON 2ND FLOOR.
Tuesday Sept. 2- Sept. 5	EXHIBIT OF PARIS IMPORT COLLECTION Du Pont will stage an exhibit of their Paris import fashions in fabrics containing Du Pont fibers. For press and trade. By invitation. Contact: Press--Pat Patterson, LO. 3-6400, Ext. 303; Trade--Ethel Radon, Ext. 484.	DU PONT COMPANY	EMPIRE STATE BUILDING SHOWROOM - 4TH FLOOR
Beginning Monday Sept. 2	OPENING OF JUNIOR HOLIDAY COLLECTION Holiday juniors by Hayette, designed by Betse Cann. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR Continuous thereafter.
Wednesday Sept. 3 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND ACCESSORIES Press preview of boutique "Made-in-Europe" collection of fashions and accessories. By invitation. Publicity: Nancy Ranck, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 3 10:00 A.M.	OPENING: HOLIDAY FORMAL AND COCKTAIL FASHIONS Opening of Holiday and Winter formal and cocktail fashions. Continuous thereafter through Sept. 12. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Sept. 3 12:00 Noon Luncheon	PREVIEW OF HOLIDAY DRESS COLLECTION Press preview of Miss America's Holiday dresses. By invitation. Trade shows Sept. 9, 10, 11, 12 at 12:00 Noon luncheon. Contact: Jean Roberts, CH. 4-6030.	MISS AMERICA, INC.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Sept. 3 2:00 P.M.- 5:00 P.M.	PREVIEW TO CELEBRATE STORE OPENING Edison Brothers Stores, Inc. of St. Louis, Mo. will invite press and celebrities to preview the new Chandler Fifth Avenue Shoe Store. For business associates, from 3:00 P.M. to 7:00 P.M. By invitation. Store will open Thurs. Sept. 4. Publicity: Ruth Lupton Mills, PL. 9-3576.	CHANDLER'S FIFTH AVE.	695 FIFTH AVENUE
Wednesday Sept. 3 2:30 P.M. Demi-Tasse	PARIS IMPORTS: PREVIEW AND REPORT Press preview of the American Rayon Institute's Paris imports, shown in a setting of Utrillo Originals, courtesy of Hammer Galleries. Report by Jeanne Pierre. Showing also Sept. 4, 5, 8 and 9 at 2:30 P.M. By invitation. Publicity: Ruth Hammer Associates, EL. 5-7872.	AMERICAN RAYON INSTITUTE	EMPIRE STATE BUILDING 59TH FLOOR
Wednesday Sept. 3 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING KNITWEAR "Talbot Get Togethers"--Resort and Spring knitwear preview for press and resident buyers. <u>Showing</u> at 4:30 P.M. For trade--Thursday, Sept. 11, <u>cocktails</u> at 4:30 P.M., <u>showing</u> at 5:00 P.M. By invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., PL. 1-6630.	TALBOTT, INC. (1407 BROADWAY)	STATLER-HILTON HOTEL SKYTOP
Thursday Sept. 4 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-ORDER Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SAISON MODERNE
Thursday Sept. 4 11:00 A.M.	HOLIDAY COLLECTION BY HELENA BARBIERI Preview of cocktail and formal wear. By invitation. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Sept. 4 2:30 P.M.	PRESS PREVIEW: HOLIDAY DRESSES Preview for the press of Edward Abbott's Holiday dress collection, designed by Wilson Folmar. By invitation. <u>Trade</u> at 10:30 A.M., Sept. 9, 10, 11, 12. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Sept. 4 Evening; Friday Sept. 5	ANNUAL FASHION AWARDS AND EXPOSITION The twenty-first annual Neiman-Marcus Fashion Exposition, with awards to Yves-Mathieu St. Laurent of Christian Dior, Paris; Jens Quistgaard of Copenhagen and Helen Lee of New York. <u>Three showings</u> : Thursday evening--dinner and ball; Friday morning--brunch; Friday afternoon--tea. For benefit of Dallas Civic Opera. N.Y. Contact: Kay Kerr, LO. 4-1200; or Sara Marshall, Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	STATLER-HILTON HOTEL DALLAS, TEXAS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 5 10:00 A.M. Breakfast	PRESS PREVIEW: FALL SHOE COLLECTION Gimbels will preview their Fall shoe collection. By invitation. Publicity: Margot Infantino, LO. 4-3300, Ext. 611.	GIMBELS	4TH FLOOR SHOE SALON
Friday Sept. 5 11:30 A.M.	PRESS PREVIEW OF COUNTRY CASUALS Press preview by Bergdorf Goodman of the Guy LaRoche country casuals for Fall. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Friday Sept. 5 12:00 Noon Luncheon	PRESS PREVIEW OF HOLIDAY DRESSES Lee Claire's Holiday dresses at preview showing. By invitation. Trade at 12:00 Noon (luncheon), Sept. 8 through 12. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Sunday Sept. 7 1:00 P.M. Luncheon	FALL CUSTOM FASHIONS AT LUNCHEON SHOW "Pink Champagne and Roses"--fashions by Martier-Raymond. Jewelry: Linde Star, Division of Union Carbide. Reservations--\$3.75; contact: Mr. Gilbert, CI. 6-7700. Publicity: Peggy Cantor Assoc., PL. 1-2855.	MARTIER-RAYMOND (36 CENTRAL PK. SO.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Monday Sept. 8 3:00 P.M.	PRESS PREVIEW: IMPORTS AND CUSTOM-ORDER Preview for the press of Hattie Carnegie's custom-order originals and im- ports. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Beginning Monday Sept. 8	RESORT WEAR OPENINGS IN CALIFORNIA Contact: California Fashion Creators, 740 S. Broadway, Los Angeles 14, Cal.	RESORT WEAR GUILD OF CALIFORNIA	LOS ANGELES CALIFORNIA
Tuesday Sept. 9-11 9:00 A.M.	OPENING: HOLIDAY AND RESORT SPORTSWEAR The Mr. Mort Sportswear Holiday and Resort collection, designed by Reiko and Pembroke Squires, will be presented Sept. 9, 10, 11 at 9:00 A.M. By admission card only. Contact: Miss Andree, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Sept. 9 9:15 A.M. Breakfast	PRESS PREVIEW: MEN'S SPRING SPORTSWEAR Preview for press of men's Spring and Summer sportswear for '59 in Fuller fabrics. Showing at 9:45 A.M. ( <u>Note Change of Date</u> ). By invitation. Publ.: Stella Epstein, Director of Men's Wear Promotion, OX. 5-1700, Ext. 8149.	FULLER FABRICS	1460 BROADWAY LOUNGE - 2ND FLOOR
Tuesday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's Fall import collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday Sept. 9 12:15 P.M. Luncheon	REPORT ON PARIS COLLECTIONS Report on Paris collections by Betsy Talbot Blackwell, Editor-in-Chief, "Mademoiselle", at a luncheon. Price: \$6.00 (members); \$7.50 (guests). For reservations contact: WI. 7-0324.	N.Y. FASHION DESIGNERS, HOTEL ASTOR INC. (1457 BROADWAY)	EAST BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 9-11 1:00 P.M.	OPENING: HOLIDAY AND RESORT DRESS COLLECTION Mr. Mort's Holiday and Resort dress collection, designed by Lee Evans, will be presented Sept. 9, 10, 11 at 1:00 P.M. By admission card only. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Sept. 9	OPENING: HOLIDAY AND RESORT COLLECTIONS "Clothes For You" by Joan Leslie--Holiday and Resort collection. Continu- ous thereafter. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday Sept. 9	OPENING: HOLIDAY AND RESORT JUNIOR FASHIONS Showing of Junior dresses for Holiday and Resort at continuous showings. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Sept. 10 8:30 A.M. Breakfast	PREVIEW: MEN'S AND BOYS' FASHIONS FOR 1959 Preview for press and resident buyers of fashions for men and boys for Spring and Summer, 1959 in fabrics containing Du Pont's fibers. By invita- tion. Publicity: Wright Johnson, LO. 3-6400, Ext. 259.	DU PONT COMPANY (350 FIFTH AVENUE)	HOTEL STATLER SKYTOP ROOM
Wednesday Sept. 10 9:30 A.M.	PRESS PREVIEW OF IMPORT ORIGINALS Preview for press of Macy's "line-for-line" designer import originals. By invitation. Publicity: Nancy Ranck, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Beginning Wednesday Sept. 10 11:00 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION Eloise Curtis will present the Holiday and Resort collection at 11:00 A.M. daily. By invitation. Contact: PE. 6-4885.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 10 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Showing of Harry Frechtel's Fall coats and suits, available at Lord & Taylor. Contact: "Headwaiter", EL. 5-3000. Frechtel contact: PE. 6-1310.	HARRY FRECHTEL (205 W. 39TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 10 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Elizabeth Arden will invite the press to preview her Fall and Winter ready- to-wear originals, designed by Count Sarini. By invitation only. Publicity: Alan McGeehan at Rasponi Associates, Inc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SAION
Thursday Sept. 11 9:00 A.M. Coffee	PRESS PREVIEW: SWEATERS & BLOUSES BY JOHN WEITZ Preview of "Shapers", new development in knitwear by John Weitz; and his collection of Shelley sweaters, knit jackets, blouses, shirts. Also, preview of "Wundana", new "pill proof" fabric, in a special group of knit- wear. By invitation. Contact: Peggy Clothier, LO. 3-7830 or WA. 5-7393.	SHELLEY KNITTING MILLS	1407 BROADWAY ROOM 2406
Thursday Sept. 11 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER AND FURS Preview for the press of custom-order fashions designed by Muriel King; furs by Mr. Anthony. By invitation. Contact: Louise Bralow, PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 11 4:00 P.M. Cocktails	PREVIEW: SPRING AND RESORT SWEATER FASHIONS Press preview of Korrigan Lesur's Resort and Spring sweaters and ensembles. Madame Kermaingant, the designer, will be present. By invitation. Publicity: Ruth Hammer, 2 West 59th St., EL. 5-7872.	KORRIGAN LESUR CORP. (70 WEST 40TH STREET)	SAVOY-HILTON HOTEL LE CHATEAU - 11TH FL.
Thursday Sept. 11 4:00 P.M. Cocktails	PRESS PREVIEW: JUNIOR HOLIDAY COLLECTION Preview in the new Mam'selle showroom of Holiday, Resort and early Spring junior fashions, designed by Betty Carol. By invitation. Thereafter at 2:00 P.M. Contact: Bettye Whiteman, CH. 4-7373. Publ: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Sept. 11- Sept. 21	NINTH ANNUAL HOME FURNISHINGS SHOW Special feature this year will be a Chromspun "House of Color" by Eastman Chemical Products. (Press preview Wed., Sept. 10; 3:00 P.M.-7:00 P.M.). Publicity: Nan Morrison, Harold J. Siesel Co., 219 E. 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
Sept. 15	ROSH HASHONAH--First Day of Jewish New Year (Monday).		
Sept. 16	ROSH HASHONAH--Second Day of Jewish New Year (Tuesday).		
Tuesday Sept. 16 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Hattie Carnegie's Fall fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Carnegie contact: PL. 5-2600.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 16 3:00 P.M.	PREVIEW OF FALL AND WINTER COLLECTION Eleanora Garnett will present her Fall and Winter custom collection to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Sept. 16 6:30 P.M.- 9:00 P.M.	FALL FASHION CAREER COURSE Eleven Tuesday evening sessions with 50 fashion experts discussing and describing their work in panel discussions: <u>Sept. 16</u> --ready-to-wear; <u>Sept. 30</u> --accessories; <u>Oct. 7</u> --fabrics; <u>Oct. 14</u> --the fashion markets; <u>Oct. 21</u> --the facets of buying; <u>Oct. 28</u> --the meanings of coordination; <u>Nov. 11</u> --selling fashions visually; <u>Nov. 18</u> --selling fashions in print; <u>Nov. 25</u> --selling via the fashion show; <u>Dec. 2</u> --new fields to conquer; <u>Dec. 9</u> --job getting techniques. Price of entire course: \$16.00. Individual session: \$2.50 (except Nov. 25, \$3.50). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM
Wednesday Sept. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Fontayne's Fall fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Fontayne contact: PL. 3-6677.	FONTAYNE (331 EAST 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Sept. 18 9:00 A.M. Breakfast	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Preview of 1959 Cruise and Summer swimsuits for women, men and children. By invitation. Contact: Maria Brown, MU. 3-7020.	CATALINA, INC. (425 FIFTH AVENUE)	HOTEL PIERRE GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18 11:30 A.M.	SHOWING OF FALL INTERNATIONAL FASHIONS Fashions by Curiel of Milan; Fabrini of Rome; Frederick Starke of London; Bernard Newman of the U.S. By invitation. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	HOTEL PLAZA BALLROOM
Friday Sept. 19 9:00 A.M. & 12:00 Noon	SEMI-ANNUAL IMPORT FASHION SHOW Fall Import Collection, with report by Carmel Snow, chairman Editorial Board, "Harper's Bazaar". Ready-to-wear co-chmn: Margaret de Mille and Edith Raymond. Prices: <u>Breakfast</u> --\$6.00 (members), \$8.50 (guests); Luncheon--\$8.00 (members), \$10.50 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Monday Sept. 22 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET
Sept. 22- Sept. 29	NATIONAL SWEATER WEEK. Contact: Knitted Outerwear Foundation, 386 Fourth Ave., MU. 3-7520.		
Tuesday Sept. 23 10:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Oldric Royce will preview his Fall and Winter custom-order collection. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SAION
Tuesday Sept. 23 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Custom-order furs by Emeric Partos will be presented to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Beginning Tuesday Sept. 23	PETITE AND MISSES RESORT & SPRING LINE Opening of Resort and Spring collections of "Petite-4" casual wear for the petite miss; and "Terry Rogers" misses sizes. Daily thereafter. Contact: CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Sept. 24	YOM KIPPUR--Jewish Day of Atonement (Wednesday).		
Thursday Sept. 25 12:00 Noon Luncheon	PRESS PREVIEW OF FUR FASHIONS Ritter Brothers will present a private showing for the press of furs de- signed by Leo Ritter. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	HOTEL PLAZA BALLROOM
Thursday Sept. 25 3:30 P.M. Cocktails	PREVIEW: NEW DYE PROCESS Arnold, Hoffman & Co., a subsidiary of Imperial Chemical Industries, Ltd., London, will preview color effects attained with their new fiber-reactive dyes--"Procion." By invitation only, to press, designers and stylists. Contact: Frances Van Hall, MU. 2-3326.	ARNOLD, HOFFMAN & CO. (PROVIDENCE, R.I.)	HOTEL ROOSEVELT MADISON ROOM
Beginning Thursday Sept. 25	OPENING OF HOLIDAY AND RESORT COLLECTION Opening of Holiday and Resort dress collection. Continuous thereafter. Contact: Gerry Duncan, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: RESORT & SPRING COLLECTION John Weitz will present "American Potpourri" for Resort and Cruise wear, a boutique collection of American casual clothes. By invitation. Contact: Miss Arlene, LO. 3-4920.	JOHN WEITZ OF PRINTZESS SQUARE	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 30 12:00 Noon Luncheon	SWIMWEAR FASHIONS AT LUNCHEON SHOWING Preview of the Rose Marie Reid 1959 swimsuit collection to press and buyers. By invitation. Publ: Virginia Dickson at Rose Marie Reid, PE.6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	HOTEL PIERRE BALIROOM
Wednesday Oct. 1 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of 17 awards from 4 countries for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. <u>Cock-</u> <u>tails</u> , 12:00 Noon, Empire Room; <u>Luncheon</u> , 12:30 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Wednesday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON MEETING Vera Maxwell will present her Fall fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000, Vera Maxwell contact: Virginia Dickson, LO. 3-4358.	VERA MAXWELL (530 SEVENTH AVENUE)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 1 3:30 P.M. Cocktails	PREVIEW OF RESORT AND SUMMER SWIMSUITS Roxanne will present a preview of their 1959 swimsuit collection. <u>Showing</u> <u>at 4:00 P.M.</u> By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th St., MU. 2-7025.	ROXANNE SWIM SUIT CO.	SAVOY-HILTON HOTEL SAVOY ROOM
Wednesday Oct. 1 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of fashion editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Thursday Oct. 2 3:30 P.M.	PRESS PREVIEW: RESORT SWIMSUIT COLLECTIONS Preview of Resort swimsuit collections for the press. ( <u>Note Change of</u> <u>Date</u> ). By invitation. Publicity: Caltex--Betty Satyn; Flexees--Wynne McGovern, MU. 9-2100.	FLEXEES, INC.; CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Friday Oct. 3 11:00 A.M.	OPENING PREVIEW: RESORT AND SPRING COLLECTION By invitation and reservation. Trade showings, Oct. 7, 14, 21 at 11:00 A.M. Contact: Liz Bechtol, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Oct. 7 10:00 A.M. Breakfast	1959 CRUISE & SPRING SWIMSUITS & SUNCLOTHES Jantzen will present their 1959 Cruise-Spring swimsuit and sunclothes collections, inspired by the Jet Age, inaugurated by Pan American's Jet Clippers. By invitation to press and buyers. Contact: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVENUE)	PAN-AMER. HANGAR #14 IDLEWILD AIRPORT



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 7 10:30 A.M.	OPENING: RESORT AND SPRING COLLECTION Showing of Lloyd Weill and Wiley Petites Resort and Spring fashions at 10:30 A.M., Oct. 7, 8, 13, 14, 15, 20, 21, 22 and 28. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Oct. 8 5:00 P.M. Cocktails	PRESS PREVIEW: MISSES AND JUNIOR SWIMWEAR Preview of the Cole of California junior and misses collection of swimwear; also sundress fashions. By invitation. Contact: Sanford Worth, BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	SAVOY-HILTON HOTEL SAVOY ROOM
Thursday Oct. 9 12:00 Noon	HOME FURNISHINGS LUNCHEON MEETING Chairman: Maude Basserman. (More details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday Oct. 14 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING FASHIONS Resort and Spring '59 fashions for women at preview for press and resident buying offices. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
Wednesday Oct. 15 12:00 Noon Luncheon	RIBBON FASHION AWARDS LUNCHEON Special awards to designers in the dress, millinery, and lingerie fields for skillful use of ribbon in their fashions. By invitation. Publicity: Alfred Davidson Assoc., 38 E. 57 St., FL. 5-0868.	RIBBON FASHION ASSOCIATES	HOTEL PLAZA TERRACE ROOM

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)  
 (The Member Firms of the Fashion Originators' Guild Will Introduce Their Spring  
 Collections in a Three-Day Opening Period - Oct. 20 - 22)

Beginning Monday Oct. 20	BEN BARRACK, INC. . . . .	498 7th Ave. ( 7 Fl.). . . . .	LO. 4-3923
	HARVEY BERIN LTD. . . . .	530 7th Ave. ( 7 Fl.). . . . .	PE. 6-0206
	BRANELL. . . . .	530 7th Ave. (27 Fl.). . . . .	PE. 6-6983
	WM. FOX-VISIONI CORP. . . . .	498 7th Ave. (18 Fl.). . . . .	CH. 4-2659
	ED GERRICK, INC. . . . .	550 7th Ave. ( 7 Fl.). . . . .	LO. 4-1820
	A. GOODMAN & CO., INC. . . . .	530 7th Ave. (17 Fl.). . . . .	WI. 7-4076
	DAVID E. GOTTLIEB, INC. . . . .	530 7th Ave. ( 4 Fl.). . . . .	LO. 5-2727
	GRABOIS. . . . .	498 7th Ave. ( 5 Fl.). . . . .	CH. 4-2767
	GROBE ORIGINALS, INC. . . . .	498 7th Ave. (16 Fl.). . . . .	BR. 9-8394
	HARMAY . . . . .	498 7th Ave. (22 Fl.). . . . .	PE. 6-5547
	MYRON HERBERT, INC. . . . .	530 7th Ave. (20 Fl.). . . . .	LO. 4-6830
	JOBBER, INC. . . . .	530 7th Ave. (20 Fl.). . . . .	PE. 6-1938
	JUNIOR SOPHISTICATES CO. . . . .	498 7th Ave. ( 4 Fl.). . . . .	LO. 4-0462
	NAT KAPLAN, INC. . . . .	498 7th Ave. (21 Fl.). . . . .	LO. 5-4115
	DAVID LEVINE CO. . . . .	530 7th Ave. (21 Fl.). . . . .	LA. 4-0237
	ROSALIE MACRINI, INC. . . . .	550 7th Ave. (11 Fl.). . . . .	CH. 4-2655
	PAUL PARNES CORP. . . . .	498 7th Ave. (10 Fl.). . . . .	CH. 4-4600
	RUDOLF GOWNS . . . . .	530 7th Ave. (12 Fl.). . . . .	WI. 7-6865
	MARTIN SIMON, INC. . . . .	498 7th Ave. ( 7 Fl.). . . . .	LA. 4-2877
HERBERT SONDHEIM, INC. . . . .	530 7th Ave. (20 Fl.). . . . .	LA. 4-7540	
SUZANNE AUGUSTINE, INC. . . . .	1 W. 47 St. ( 7 Fl.). . . . .	PL. 7-3465	
HANNAH TROY, INC. . . . .	530 7th Ave. ( 2 Fl.). . . . .	LO. 3-0988	
SAMUEL WINSTON, INC. . . . .	530 7th Ave. (11 Fl.). . . . .	CH. 4-2617	
Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945			



MUSIC...MOVIES...THEATRE...BALLET

- Tuesday  
Sept. 2-  
Sept. 7 FIRST WEEK: NEW YORK CITY BALLET N.Y. CITY CENTER, 131 WEST 55TH STREET  
Tues., Sept. 2: "Fanfare", "Scotch Symphony", "Square Dance", "Stars and Stripes", Wed., Sept. 3: "Interplay", "Gounod Symphony", Sylvia Pas de Deux", Thurs., Sept. 4: "Fanfare", "Apollo", "Firebird", "Pied Piper". Sat., Mat., Sept. 6: "Serenade", "Interplay", "Scotch Symphony", "Pied Piper". Sat., Eve., Sept. 6: "Square Dance", "Gounod Symphony", "Sylvia Pas De Deux", "Western Symphony". Sun., Mat., Sept. 7: "Con Amore", "Firebird", "Apollo", "Bourree Fantasque". Sun., Eve., Sept. 7: "Serenade", "Pas De Dix", "Agon", "Stars and Stripes". Publ.: Phillip Bloom, CH. 4-5185.
- Wednesday  
Sept. 17 OPENING: "HOWIE" CORONET THEATRE, 230 WEST 49TH STREET  
The Playwrights' Company, in association with James M. Slevin and John Gerstad, will present the new comedy by Phoebe Ephron. Albert Salmi, Leon Ames and Peggy Conklin will have major roles. Costumes: Patton Campbell. Designing and lighting: Frederick Fox. Publicity: William Fields, PL. 7-6846.
- Saturday  
Sept. 20-  
Sept. 21 GRENADIER & SCOTS GUARDS MADISON SQUARE GARDEN, 8TH AVE. & 49TH  
Three performances of Her Majesty's Brigade of Guards, the Regimental Band of the Grenadier Guards and the Massed Pipers and Highland Dancers of Scots Guards, presented by S. Hurok. Publicity: Frank Braden, CI. 6-5500.
- Tuesday  
Sept. 30 OPENING: "A SWIM IN THE SEA" LYCEUM THEATRE, 149 WEST 45TH STREET  
Robert E. Griffith and Harold S. Prince, in association with Shirley Ayers will present the new Jess Gregg drama involving family problems. Starring: Fay Bainter with Carol Stone, Inga Swenson and Jane Romano. Publicity: Reuben Rabinovitch, LA. 4-1839.
- Wednesday  
Oct. 1 OPENING: "HANDFUL OF FIRE" MOROSCO THEATRE, 217 WEST 45TH STREET  
David Susskind and the Playwrights' Company will present a new "love story comedy-drama" by N. Richard Nash. Co-starring Roddy McDowell and James Daly, with Joan Copeland. Sets and Lighting: Jo Mielziner. Costumes: Lucinda Ballard. Director: Robert Lewis. Publ.: Arthur Cantor, CI. 6-6495.
- Thursday  
Oct. 2 OPENING: "A TOUCH OF THE POET" HELEN HAYES THEATRE, 165 W. 46TH STREET  
The Eugene O'Neill play will co-star Helen Hayes, Betty Field, Eric Portman and Kim Stanley. Producer: Robert Whitehead. Director: Harold Clurman. Sets: Ben Edwards. Publicity: Barry Hyams, CO. 5-4784.
- Wednesday  
Oct. 8 OPENING: "DRINK TO ME ONLY" ADELPHI THEATRE, 152 WEST 54TH STREET  
George Ross, in association with John Robert Lloyd, will present the new comedy by Abram S. Ginnes and Ira Wallach, starring Tom Poston. Director: George Abbott. Sets and Lighting: John Robert Lloyd. Costumes: Julia Sze. Publicity: Madi Blitzstein, BR. 9-5906.
- Thursday  
Oct. 9 OPENING: "GOLDILOCKS" LUNT-FONTANNE THEATRE, 205 W. 46TH ST.  
Producers' Theatre will present the new musical by Jean and Walter Kerr. Music: Leroy Anderson. Choreography: Agnes de Mille. Starring: Barry Sullivan and Elaine Stritch, with Russell Nye and Pat Stanley. Director: Walter Kerr. Publicity: Barry Hyams, CO. 5-4784.
- Monday  
Oct. 13 OPENING: "THE WORLD OF SUZY WONG" BROADHURST THEATRE, 235 WEST 44TH ST.  
David Merrick and Mansfield Productions, Inc. will present the drama by Paul Osborn, based on Richard Mason's novel. Director: Joshua Logan. Sets: Jo Mielziner. Costumes: Dorothy Jeakins. Publ.: Goodman-Kornzweig, BR. 9-4985.